

GenCare Lifestyle Communities Demonstrate How Vibrant Senior Living Enhances Health and Longevity

Puget Sound senior living communities celebrate vibrant living with Bold Summer Campaign: "Live Fully. Age Fearlessly."

SEATTLE, WA, UNITED STATES, June 26, 2025 /EINPresswire.com/ -- Research continues to

“

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Danielle Parker, COO of GenCare Lifestyle

demonstrate that an active, socially engaged lifestyle significantly enhances health outcomes and longevity for older adults. [GenCare](#) Lifestyle, a premier senior living provider with wellness-focused retirement communities in the Puget Sound region, celebrates its approach to vibrant living with a new summer campaign, "Live Fully. Age Fearlessly.". Launching across its communities from June through September 2025, it embraces GenCare's approach to senior living, providing residents with meaningful opportunities for connection, wellness, and purposeful engagement, which directly supports healthy aging.

"The science is clear: staying socially active and engaged isn't just about quality of life—it's directly linked to better health outcomes and increased longevity. Too often, aging is seen as a limitation. We see it as a launchpad," said Leon Grundstein, Founder & CEO of GenCare Lifestyle. "This summer, we're inviting seniors and their families to experience aging not as an end—but as a new beginning filled with energy, purpose, and joy."

GenCare's approach aligns with extensive research showing that socially engaged seniors experience multiple health advantages. The Journal of the American Geriatrics Society found that high social engagement was associated with a 42% lower risk of death among older adults¹. In addition, older adults with robust social participation demonstrate slower biological aging, reduced inflammation, better cardiovascular health, and significantly lower rates of depression and cognitive decline².

Physical activity, when combined with social engagement, provides even greater benefits. [National Institute on Aging](#) research shows that adults taking 8,000 or more steps daily,

compared to 4,000 steps, experienced a 51% lower risk of death from all causes³.

A Bold Calendar of Community Experiences

The "Live Fully. Age Fearlessly." campaign will unfold through a series of inclusive and engaging experiences across all GenCare communities, designed to meet people wherever they are in their journey:

Camp GenCare -- Multigenerational Family Celebration

Saturday, July 19 | 11:00 AM -- 2:00 PM

Multi-generational outdoor events featuring camp-style activities, local food, live music, and storytelling that strengthen family bonds and community connections across age groups.

Summer Social Sampler -- Sip, Sample & Socialize

Thursday, August 7 or August 21 | 3:00 PM -- 4:00 PM

Interactive social gatherings with light refreshments and hands-on activities designed to facilitate new friendships and meaningful connections within the community.

Fearless Aging: Lunch & Learn Speaker Series

Wednesday, September 10 or 24 | 11:00 AM -- 12:30 PM

Educational presentations by wellness experts, aging advocates, and GenCare residents focusing on evidence-based approaches to wellness, longevity, and purposeful living.

Changing the Conversation About Aging

GenCare's Whole Life Living™ philosophy integrates the key elements that research identifies as crucial for healthy aging: physical wellness, cognitive stimulation, social connection, and a sense of purpose. Combining that with the campaign's core message, it's clear: A life well-lived is a life well-loved. GenCare is shining a light on the power of community, connection, and proactive well-being for older adults—encouraging them to embrace the evolution, not fear it.

While community itself is key, GenCare's success stems from carefully curating the experience and actively monitoring resident engagement to ensure everyone has meaningful opportunities to participate. Through its ongoing Wellness Engagement Initiative—a program that identifies residents with the lowest participation and delivers personalized plans—GenCare has seen 52% of these Wellness Seekers re-engage in community life. These results are unique to GenCare's Whole Life Living™ approach and highlight the company's long-standing commitment to social



**Live Fully.
Age Fearlessly.**

Summer Events!

Join us for a summer filled with joy, connection, and unforgettable experiences.

Our upcoming events are designed to bring family and generations together and showcase what life at GenCare is all about.

All Are Welcome -- Family and Friends
Come experience how GenCare is transforming the way we live, age, and thrive — through *Whole Life Living™*.

Attend one or join us for all — It's up to you!
Call your nearest GenCare community to RSVP or schedule a private tour.
Be sure to ask about our Summer Specials!

Camp GenCare: Multigenerational Summer Fest
Saturday, July 19 | 11:00 AM -- 2:00 PM
Crafts, outdoor fun, live music, and local treats for all ages.

Summer Social Sampler
August 7 & August 21 | 3:00 -- 4:00 PM
Sip, sample, and socialize! Enjoy light bites, beverages, and fun interactive activities in a relaxed happy hour style setting. An easy, low-pressure way to experience the vibrant GenCare lifestyle.

Fearless Aging: Lunch & Learn Speaker Series
September 10 & September 24 | 11:00 AM -- 12:30 PM
Join us for expert-led educational talks focused on wellness, longevity, and purposeful living — featuring guest speakers and real-life insights from our GenCare community.

Granite Falls
360-226-7913

Tacoma
253-263-1845

Federal Way
253-649-2494

Lynnwood
425-409-5099

Renton
425-448-8642

Seattle
206-590-6930

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connection and purpose-driven living.

"This is about empowering people to age fearlessly and proving that vibrant aging doesn't happen by chance—it happens through intention," said Danielle Parker, COO of GenCare Lifestyle. "Whether it's a first tour, a fun event, or simply a conversation, our team's role is to help every individual feel seen, supported, and inspired to live fully."

Join the Movement

All GenCare events are open to the public and free to attend. Families, neighbors, and professionals are encouraged to experience firsthand how evidence-based senior living supports vibrant aging. For more information, locations, or to RSVP for an event near you, visit GenCareLifestyle.com or call your nearest GenCare Lifestyle community.

About GenCare Lifestyle

For over 25 years, GenCare Lifestyle has been a trusted leader in senior living, operating six wellness-focused communities in the Puget Sound region, including locations in Tacoma, Federal Way, Renton, Ballard, Granite Falls, and Lynnwood. GenCare's signature Whole Life Living™ program offers residents personalized opportunities to eat better, move better, think better, and live better—empowering older adults to thrive at every stage of life. Select communities also feature PEAK Memory Care, tailored to support individuals with programs that celebrate unique abilities and interests. Experience the healthier, happier lifestyle with GenCare.

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